Attachment E Expenditures for Advertising and Other Promotional Activities

[The expenditure figures provided in this Attachment are intended to serve as examples and are not representative of any figures the agency expects to receive from any particular company.]

All figures are reported in U.S. dollars, rounded to the nearest \$10,000

1	2	3	4	5	6	7A	7B	8
COMPANY NAME		BRAND/REST NAME		NUTRITIONAL PRODUCT LINE	TV AD (2-11)	• • •		TV AD (Duplicative)
Great Food Co.	Breakfast Cereals		Honey Nut Great Flakes	N	\$1,250,000	\$600,000	\$390,000	\$220,000
Great Food Co.	Breakfast Cereals	Great Bran	n/a	Y	\$560,000	\$880,000	\$440,000	\$150,000
Great Dairy Co.	Dairy Products	Milk	n/a	N	\$1,140,000	\$540,000	\$350,000	\$270,000

9	10	11	12	13	14	15	16	17	18
TV AD (All)	RAD AD (2- 11)	•	RAD AD (Duplicative)	RAD AD (All)	PRT AD (2- 11)	•	PRT AD (Duplicative)		MOV/VID AD (2-11)
\$2,750,000	\$110,000	\$50,000	\$20,000	\$210,000					
\$2,310,000	n/a	\$40,000	\$0	\$150,000					
\$2,280,000	\$320,000	\$110,000	\$50,000	\$630,000					

19	20	21	22	23	24	25	26	27	28
	MOV/VID AD (Duplicative)		WEBSITE AD (2-11)	WEBSITE AD (12-17)			INTERNET AD (2-11)	INTERNET AD (12-17)	INTERNET AD (Duplicative)

29	30	31	32	33	34	35	36	37	38
INTERNET AD (AII)	-			DIGITAL AD (AII)			IN-STORE AD (Duplicative)	IN-STORE AD (All)	PREMIUMS (2-11)

39	40	41	42	43	44	45	46	47	48
			•	EVENTS (12- 17)	EVENTS (Duplicative)	EVENTS (AII)			PROD PLMT (Duplicative)

49	50	51	52	53	54	55	56	57	58
PROD PLMT (All)	CHAR LIC (2- 11)			CHAR LIC (All)					PACK/LABEL (2-11)

59	60	61	62	63	64	65	66	67	68
PACK/LABEL (12-17)		PACK/LABEL (All)	WOM MKTG (2-11)			WOM MKTG (All)	VIRAL (2-11)	VIRAL (12-17)	VIRAL (Duplicative)

69	70	71	72	73	74	75	76	77	78
VIRAL (AII)	CELEB END (2-11)			CELEB END (All)				IN-SCHOOL (All)	PHLNTHRPY (2-11)

79	80	81	82	83	84	85	86
	PHLNTHRPY (Duplicative)		OTHER (2-11)	OTHER (12- 17)	OTHER (Duplicative)	OTHER (All)	TOTAL EXPENDITURES (All Audiences)